Master of Science in Research Psychology and Data Analysis

The Master of Science in Research Psychology and Data Analysis (https://www.apu.edu/bas/programs/research-psychology-data-analysis) provides research and statistical experience needed to be competitive for doctoral programs and pursue, or advance within, careers related to psychological research. The program consists of a rigorous 36-unit curriculum that can be completed in one academic year, 18 months, or 2 academic years. Students in this program acquire skills in research methods and statistical analyses commonly used within psychological research, and complete a master's thesis. Courses feature lectures, seminars, and hands-on research labs that incorporate various popular statistical software used within psychology. Throughout the program, a faculty advisor works closely with individual students to provide guidance on completing the thesis, applying to doctoral programs, and pursuing a career in research. In addition, students have the opportunity to participate in professional events, including academic conferences.

Program Learning Outcomes

Students who complete this program are skilled in the following areas:

PLO 1: **Disciplinary Knowledge** Demonstrate knowledge and skills of using appropriate assessment/measurement, research design, and statistical methods in psychology.

PLO 2: **Disciplinary Knowledge** Demonstrate knowledge and skills in applying various theories of psychology to research design and assessment/measurement.

PLO 3: **Faith Integration** Apply knowledge and skills of the integration of psychology and Christian faith frameworks.

PLO 4: **Professional Development** Demonstrate appropriate professional development in the awareness of APA codes and standards of the ethical and multicultural conduct of psychological research and practice in various applied settings.

PLO 5: **APA Competency** Demonstrate graduate-level APA formatting skills for writing and presentations.

Coursework Schedule

Fall (13 units): Introduction to Thesis Seminar (3), Experimental Research Methods (3), Non-Experimental Research Methods (3), Analysis of Variance (3), Analysis of Variance Lab (1)

Spring (14 units): Thesis Seminar (3), Regression (3), Regression Lab (1), Psychometrics: Assessment and Measurement (3), Psychometrics: Assessment and Measurement Lab (1), Theory, Research, and Practice in Psychology (3)

Summer I (6 units): Thesis Seminar (3), Program Evaluation (3)

Summer II (3 units): Thesis Seminar (3)

Course List

Code	Title	Units
Core Courses		
PSYC 501	Theory, Research and Practice in Psychology	3
PSYC 511	Experimental Research Methods	3
PSYC 512	Non-Experimental Research Methods	3
PSYC 518	Analysis of Variance	3
PSYC 518L	Analysis of Variance Lab	1
PSYC 519	Regression	3
PSYC 519L	Regression Lab	1
PSYC 520	Psychometrics: Assessment and Measurement	3
PSYC 520L	Psychometrics: Assessment and Measurement Lab	1
PSYC 517	Program Evaluation	3
Thesis		
PSYC 597	Introduction to Thesis Seminar	3

PSYC 598	Thesis Seminar [1]	3
Total Units		36-39

[1] Students are required to take 9 units, but may take up to 12 units in order to complete their thesis.

Code	Title	Units
Optional Concentration in Data Analytics		
STAT 521	Statistical Computing and Programming	3
STAT 551	Data Visualization	3
STAT 553	Data Mining	3
Total Units		9

Code	Title	Units
Optional Concentration in Marketing Research		
BUSI 511	Quantitative Analysis and Research	3
MKTG 515	Marketing Research	3
MKTG 527	Marketing Strategy	3
Total Units		9

Upon satisfactory completion of the program, including coursework and thesis defense, students may earn an optional JMP-SAS Certificate in Data Analytics. At least 50% of coursework must be completed using JMP-SAS statistical software, and work will be evaluated by the professors in PSYC 518, PSYC 518L, PSYC 519, PSYC 519L, PSYC 520, and PSYC 520L. Learn more about the JMP-SAS Joint Certificate program (https://www.sas.com/en_us/learn/academic-programs/resources/joint-certificate-program.html).

Optional Concentrations [1]

Data Analytics

This concentration equips students with statistical and data visualization techniques. It consists of courses that develop students' skill in statistical programming, including *R* and *SAS*, data visualization using Tableau, and data mining. Such training prepares students to pursue careers in business and/or data analytics.

Marketing Research

This concentration equips students with conceptual and applied knowledge of marketing processes and the evaluation of products, services, and consumer behavior. It consists of courses that introduce marketing strategy and apply quantitative research methods and data analysis techniques within business and marketing contexts, using relevant marketing terminology and statistical software. Such skills are in high demand and prepare students to pursue applied psychology careers related to marketing.

[1] The cost per unit for the concentration is based on the cost of the concentration courses, and may be different from per-unit cost for the M.S. in Research Psychology and Data Analysis.